# Electronic Health Record Strategy Development

## Overview


## Situation

Adoption of EHR systems is poised to skyrocket over the next several years. With an infusion of federal funding and a concentrated focus on healthcare reform, government predictions are that 90% of physicians and 70% of hospitals will be using EHR technology within the next 10 years.

For health plans, EHRs represent a major opportunity to increase efficiency, improve patient care, and control costs. From decreasing redundant medical testing and influencing treatment protocols to leveraging pay for performance programs, health plan providers stand to benefit substantially from the use of EHR technology. But only if they are able to build an effective EHR strategy.

Not surprisingly, the EHR landscape is multi-faceted with a myriad of stakeholders attempting to establish leadership positions. Regional Extension Centers, Health Information Exchanges, physicians, software vendors and a host of other interested parties are all working to influence the role that EHRs will play. To ensure that unprecedented opportunities aren’t missed, payers must also make themselves heard – and now. The window for influencing the direction of EHR use in the healthcare system is rapidly closing.

## Solution/Engagement

POCP’s EHR Strategy Development service is designed to give you an action plan for optimizing the opportunities that EHR technology presents. POCP will work with you to establish your goals for an EHR strategy. We will then leverage our deep base of HIT expertise to assess partnership opportunities, industry best practices, state-specific and federal legislation, and a host of other influencing factors – all in the context of your specific business environment. The result will be a step-by-step plan for achieving your objectives. POCP can also provide whatever level of support is necessary for execution.

## Results

POCP’s EHR Strategy Development service will enable you to identify and leverage opportunities for using EHR technology to positively impact patient care, operational efficiency, and overall business performance. Your team will also gain the foundational knowledge necessary to incorporate EHRs into strategic planning decisions.
What Makes POCP Different

The value that POCP brings to its clients lies in our deep base of health information technology (HIT) expertise. As subject matter experts who focus exclusively on HIT, we offer unparalleled experience and the unique ability to operate as a fully independent resource for the clients we serve. Our team of experts has decades of experience working in managed care and with healthcare stakeholders of all types, giving us the perspective, HIT knowledge, and foundational relationships to achieve our clients’ goals.

About Point-of-Care Partners

Point-of-Care Partners, LLC (POCP) is a health information technology (HIT) strategy and management consulting company offering decades of experience working with HIT stakeholders of all types. Considered the leading consulting firm for ePrescribing and eMedication Management, POCP’s services cover a broad range of HIT areas, including health information exchanges (HIE), clinical decision support, personal health records (PHR), ambulatory electronic medical records, mobile health, and the patient-centered medical home. POCP has done work for 7 of the top 15 pharmaceutical companies, currently manages the Southeastern Michigan ePrescribing Initiative and works on the North Texas Specialty Physicians’ HIE, Sandlot. Other recent projects include a PHR project for the Department of Defense and development of a mobile health strategy for a leading payer client. For more information about POCP, visit www.pocp.com.